# MISTY OFFENSIVE PLAN TIMELINE

| PROJECT | CURRENT STATUS | NEXT STEPS |
|---|---|---|
| **DIRECT** | | |
| MISTY OFFENSIVE<br>High value coupons<br>Free gift with questioner<br>Refer a friend | Creative Brief issued 12/14 | Comps due w/o 1/23<br>A&K due w/o 1/30<br>Mail drop 3/4-10 |
| TELEMARKETING RAF TEST<br>Phone call to 5,000 Misty and 5,000 Misty consid set smokers | Research completed 1/9 | Report due 1/16<br>Estimates to expand to all Misty names 1/16 |
| **FSI** | | |
| MISTY NATL. OFFENSIVE<br>Send 2 Misty pack UPC's get free 5 packs of Slims by mail | Creative Brief waiting for mailer specs | Packing due w/o 1/16<br>A&K due 2/17<br>FSI drop 4/9 |
| **RETAIL** | | |
| 5 PACK CARTON TEST<br>Buy 4 packs get 1 free | Creative directions w/o 12/12/95 | Art on film w/o 1/23<br>Cylinders w/o 1/30 |
| MARKET INITIATIVES<br>Buy-down/product offers | waiting for market research results | Recommendations to Suzanne by 1/20 |
| **RESEARCH** | | |
| B&W/AMERICAN MERGER<br>Includes Nielsen/Star/Demos and Financial data | Gawronski's group working on merger implications which covers Misty-trade/ volume/distribution/store level data is include | Misty part due to brand on 1/18 |
| NIELSEN<br>Market/trade class info | Initial meeting w/Gawronski's group on 12/13. Bruce provided reports on 1/12, showing low correlation between brands in C-stores and some in high Misty SDI Supermarket | Report by target geos/trade class due 1/17 |
| STAR<br>Retail level info | Meeting with Mark Anton on 1/12 | Data due 1/16 |
| CONSUMER RESEARCH | Slims report submitted on 1/13<br>Giuseppe working on Misty info | All data gather by 1/16 |

Source: https://www.industrydocuments.ucsf.edu/docs/zfby0004